



STRATEGY:

Contribute Content to Build Awareness

Will you pursue
this strategy?

- Will you do a blog, YouTube channel, podcast, or something else?
- What topic(s) are relevant to your niche that showcase your expertise?
- How will you “narrowcast” deeply into your target audience?

Y / N

When will you plan to implement this?

Next action steps:

STRATEGY:

Build Your Network

Will you pursue
this strategy?

- What association(s) or other group(s) can you join to build your network?
- How can you volunteer to form relationships with members of that group?
- What networking events can you go to to start meeting people?

Y / N

When will you plan to implement this?

Next action steps:

STRATEGY:

Find Centers of Influence (COIs)

Will you pursue
this strategy?

- What unique COIs are influential among your niche?
- Who are the existing key COIs in your target niche?
- Are there leaders in associations or volunteer groups that could be COIs?

Y / N

When will you plan to implement this?

Next action steps:

STRATEGY:

(Niche) Conferences and Events

Will you pursue
this strategy?

- What national conference could you attend to network with your niche?
- How are conference agendas set?
- Is there a conference where you can speak at to demonstrate your expertise?

Y / N

When will you plan to implement this?

Next action steps:



STRATEGY:
Thought Leadership

Will you pursue
this strategy?

- Will you do a survey, white paper, or something else?
- What topic(s) are relevant to your niche that showcase your expertise?
- What can you teach someone in your niche about their world?

Y / N

When will you plan to implement this?

Next action steps:

STRATEGY:
Advertising

Will you pursue
this strategy?

- Are there industry/niche magazines or trade publications you can publish in?
- Can you advertise in a niche blog or a niche podcast?
- Would it be worthwhile to sponsor a niche conference?

Y / N

When will you plan to implement this?

Next action steps:

STRATEGY:
Pay It Forward

Will you pursue
this strategy?

- What outside experts could you invite to your platform?
- Are there recognition awards you can create to reward people in your community?
- Who are two or three influential people in your niche you would like to help?

Y / N

When will you plan to implement this?

Next action steps: